

For art lovers on the internet, check out Susan Howard (Marc's wife and former PVI news producer) who is now in the show at the Fleisher Gallery. On the internet, check www.Fleisher.org and hit Challenge 1. (We personally like "Up the Down Staircase.")

Allan Murphy advises that the Philadelphia Advertising Club will celebrate 50 years of Philadelphia Television at a special luncheon on Wednesday, November 18 at the Park Hyatt Bellevue. Ray Murray of Evening Magazine fame will be the host for a look back at the highlights of local Philadelphia television. Invited guests will include Herb Clarke, Jane (Pixanne) Norman, Sally Starr, Chief Halftown, Captain and Mrs. Noah, Bill Webber, Gene London, and Bob Bradley. (Not all confirmed at deadline.)



Chief Halftown, mentioned above, has joined a growing group of people who have had open heart surgery. Margaret Halftown, his wife, reports that he is doing well, but, like Shelly Gross, it takes as long as it takes. We hope by November he will be with the group for the Ad Club luncheon.

Gerry Wilkinson confides that as associate producer of this years WHYY-TV fund raiser he was asked to find external talent (outside WHYY). So he called Austin Culmer and with 5 hours notice all agreed the old pro did a fantastic job. The public television channel feels it has a great "new" talent. (Obviously, they haven't been listening to Philadelphia talk radio for the past 30 years.)

Jerry Klein, Executive Vice President of Marlton public relations firm, Anne Klein and Associates, has begun a two-year term as President of Pinnacle Worldwide, Inc., an international network of independent public relations firms. This marks the first time a Philadelphia area public relations executive has held the top post of any international organization of public relations agencies.

The Jim Flex fund of monies donated in his name now totals \$995.00.

The Wharton School of the University of Pennsylvania now has a media and entertainment club. We are making contact and hope to have them join us for lunch.

Neil Harvey is looking into establishing space and a program for Broadcast PIONEERS at the Atwater Kent Museum. PIONEERS purchased a plaque in 1982 for all Hall of Fame Honorees to be mounted on the wall at the Museum.

Bob Dome, doing his usual great work, advises that Richard E. Wyckoff, President of the Pennsylvania Association of Broadcasters, will definitely speak at our April 14 luncheon.

Dick and Angie Kearney and other BROADCAST Pioneers members attended a Navy League cocktail party aboard the destroyer, CMDR. Barry.

Broadcast **PIONEERS**

of Philadelphia

October Meeting

Date:	October 14, 1998
Time:	12 Noon Cocktails 12:30 p.m. Lunch
Ratecard:	\$16.00
Place:	Bala Golf Club Belmont Ave & Monument Philadelphia
Subject:	50 th ANNIVERSARY CHANNEL10

Please call 610-642-1150 ASAP – we need to have a handle on how many will be there.

Please keep the information coming. Send news items of all sorts to Paul Norton, 205 Ocean View Blvd., Lewes, DE 19958. Phone 302-645-8910 or e-mail nanort@aol.com.

NEWSLETTER

October 1998

Jo Oristaglio
Condo 105
1219 West Wynnewood Road
Wynnewood, PA 19096

October brings anniversary time again....This year we celebrate 50 years of Channel 10.



Ed Harvey tells us that Gene Crane, who has been with Channel 10 for the entire 50 years, and is still there, will be the

emcee. Many "CAU old-timers" will be there to recount their memories of the funniest, best and most significant events over the years. Old management, new management, Herb Clarke, Pixanne, a surprise guest, many others and a great lunch. Don't miss it.

PLEASE, PLEASE CALL 610-642-1150 TO MAKE YOUR RESERVATION - THIS WILL BE A VERY BIG MEETING AND WE WANT TO BE SURE EVERYONE WILL HAVE A SEAT.

We hasten to point out that the number above is Jo Oristaglio's, and the messages will be picked up from her machine, though she will not be there nor at the door in her usual spot. Jo had an automobile accident and was injured. She is currently in rehab and we hope that she can be back soon.. Jo is one of the people who does the real work of the club. She doesn't want phone calls right now at the rehab, but if you'd like to send a card her brother is picking up her mail:

While we're on the subject of CAU-10, it was wonderful and touching to watch the great tribute the station gave to its sports mainstay for many years, Big Al Meltzer, who is retiring. Al will be really missed in his regular on-the-air role, but we're sure that we'll be seeing him in other roles...especially at the January Super Bowl PIONEERS luncheon. Stay tuned for that one.



And we must also mention, Herb Clarke is as busy in retirement as he was when he was the regular weatherman at WCAU. You've probably noticed his voice on the PECO spots and doing commercials with Dick Vermeil for Blue Cross Blue Shield. Herb is focused on the Keystone Health Care East (people over 65). You also may hear him doing commercials for his old friend, Ron Conicelli, an auto dealer. Also he has been busy with the Pennsylvania Horticultural Society, of which he is an officer, working on the flower show. He and Barbara are now in a condo and he can't do much gardening as he doesn't have the space he had in his former location, but does have four tomato plants that keep him supplied. Barbara has a bruised shoulder from a slip on a recent cruise which took them around Greenland, among other places.



A note from President Shelly Gross says he is slowly regaining his strength from recent heart surgery, but says it seems to be a long, hard haul.

Our February luncheon will celebrate the Billy Penn Awards. Alan Tripp and his committee will recognize and encourage Delaware Valley TV stations in their reporting of non-violent, constructive events. Alan is working on a project at the University of Pennsylvania Annenberg School for the evaluation of TV programs. Award categories will be: station ward, individual award and news director award.



In March, Dorie Lenz will preside over a panel of TV women. There will be a question and answer period.

Membership has topped the 200 mark with the majority paid. 91 are retired, 90 are general membership and 28 are life members. A few have not renewed. If you haven't paid your dues, please do so now.

Everyone who attended the September meeting said that Sid Mark and his recollections of his long-time association with Frank Sinatra were boffo. Over 70 people attended and were delighted with the presentation. Congratulations Sid!